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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:	Ariff et al.	Docket No.:	40655.7100
Serial No.:	10/027,984	Group Art Unit:	3688
Filed:	December 21, 2001	Examiner:	Raquel Alvarez
Title:	SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM	Confirmation No.:	1517

AMENDMENT AND REPLY

Mail Stop Amendment
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Office Action mailed on October 17, 2008, of which this Reply is filed within the three month shortened statutory period for reply, please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.